



PERSONAL FINANCIAL MANAGEMENT

Personal Financial Management “Players”

To successfully meet the personal financial management needs of clients and commands, it is critical to understand the roles and responsibilities of the commands and organizations effecting PFM programs and services.

2.1 PERS

The Navy Personnel Command for Personal Readiness and Community Support (PERS-6) provides program and fiscal support to FFSCs. It implements and coordinates the Navy’s PFM program. Specifically, PFM programs come under the purview of PERS-662, Personal And Family Readiness. The responsibilities of the PERS-662 PFM program manager include:

- Coordinate the implementation of PFM program training with Chief of Naval Education and Training (CNET).
- Maintain program effectiveness and currency.
- Integrate the activities of all military and civilian personnel and organizations in support of the program.
- Provide guidance to all activities regarding implementation of program policy and plans.
- Provide PFM support to FFSCs through yearly budget allocations.
- Develop and maintain currency of PFM education and training programs, materials, and marketing plans.
- Conduct periodic program evaluations and updates to ensure consistency.

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- Designate official CFS training sites.
- Review, update and ensure standardization of all PFM instructional materials.

2.2 CHIEF OF NAVAL EDUCATION AND TRAINING (CNET)

CNET shall designate the PFM program as a topic in the General Military Training (GMT) program. The responsibilities of CNET include:

- The provision of PFM training to recruits at Recruit Training Command, students at CNET “A” schools and during Navy GMT.
- The provision of PFM training to all officer candidates, Naval Reserve Officers Training Corps, midshipmen, and personnel in other officer entry programs.
- The inclusion of the CFS training in the Navy Integrated Training Resource Administration System (NITRAS) and the Catalog of Navy Training Courses (CANTRAC).

2.3 ECHELON 2 COMMANDS/AREA COORDINATORS

Echelon 2 Commands report directly to Echelon 1, Chief of Naval Operations. The responsibilities of Echelon 2 Commands/Area Coordinators include:

- Monitor the timely establishment and continuing effective implementation of the PFM program.
- If CFS course training site, provide CNET a consolidated schedule of training dates and other required information.
- Ensure that the CFS course is provided with sufficient frequency and resources to meet training and policy requirements.
- Include PFM in ISIC inspections to ensure compliance.

2.4 ECHELON 3 COMMANDS/AREA COORDINATORS

Echelon 3 Commands are smaller, subordinate commands that report directly to Echelon 2 Commands. The responsibilities of Echelon 3 Commands/Area Coordinators include:



- Monitor the timely establishment and continuing effective implementation of the PFM program as it applies to commands under their cognizance.
- Establish priorities for quota control for CFS training courses (See OPNAVINST 1740.5A, Enclosure (3), 8.
- Ensure that the CFS course is provided with sufficient frequency and resources to meet training and policy requirements.

2.5 INSTALLATION COMMANDING OFFICER

Commanding officers of Naval installations with FFSCs are tasked with:

- Coordinating the effort of local financial counseling resources to maximize effectiveness with respect to the PFM program.
- In concert with Echelon 3, ensuring that the CFS training course is provided with sufficient frequency to accommodate training requirements (if a designated CFS training site).
- Controlling the allocation of funds.

2.6 FLEET AND FAMILY SUPPORT CENTER (FFSC)

The Fleet and Family Support Center provides support to all elements of the PFM program. The FFSC ensures the availability of proactive financial education, training and counseling. It serves as the primary resource, tailoring PFM information, materials, and education programs pertaining to the local area.

The FFSC:

- Provides financial education/training and information and referral. Trained financial educators provide services by direct request from the service member or family, when referred by a CFS or in the absence of a CFS.
- Maintains records and ensures privacy and confidentiality of all PFM counseling records.
- Maintains ongoing liaison with financial institutions located on base to encourage awareness and use of their PFM programs and services.

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- Ensures that one staff member, as a minimum, is trained as a financial educator.
- Serves as local quota manager, training site facility and logistics support coordinator, and local subject matter resource consultant/assistant for Mobile Training Teams (MTT) conducting CFS training.

If designated as CFS training site or as MTT site the FFSC will:

- Ensure MTT requests are made to and approved by PERS-662.
- Offer CFS course as directed with a minimum of one course per quarter and 25 student quotas per class.
- Complete and maintain records as directed.
- As a minimum, provide two individuals (E-6 or above, or civilian counterpart) capable and trained as CFS course instructors, and one additional person as an alternate instructor.
- Ensure only approved PFM/CFS course materials are used in all training and counseling activities.
- Function with Navy Marine Corp Relief Society (NMCRS) as agreed in Memorandum of Understanding (See Section 2.9).

2.6.1 FFSC DIRECTOR

The FFSC Director is the FFSC's representative to the Installation Commanding Officer. The FFSC Director:

- Provides consultation and support to the Installation Commanding Officer on personal and family support issues.
- Must be able to effectively market FFSC programs and services to procure funding. The Director needs to be familiar with programs and services, satisfaction with these programs and services, and the FFSC's impact on readiness and retention. It is the responsibility of the Financial Educator to keep the Director informed about PFM programs and services.



2.6.2 FFSC FINANCIAL EDUCATION SPECIALIST

Each FFSC must have at least one staff member trained as a financial educator (FE). This person(s) will have primary responsibility for the PFM programs and services.

The FE will:

- Maintain updated PFM information.
- Assist local commands and CFSs by serving as the primary resource in tailoring programs and materials to the local area.
- Provide financial education, training, counseling, and information and referral assistance to Navy personnel and their family members as needed.
- Maintain liaison with financial institutions on base.
- Act as local quota manager and provide site and logistics support, and local subject matter experts for CFS course (whether designated training site or hosting MTT).
- When requested, assist command with guidance for CFS screening.
- For continued professional development, attend training at instructor training site once every three years. It is highly recommended that all financial educators obtain Accredited Financial Counselor (AFC) certification, including required Continuing Education Units (CEUs).

2.6.3 FFSC STAFF

Many FFSCs will have one or more staff dedicated to the delivery of PFM programs and services. However, at some sites PFM may be only one of many job responsibilities. It may be necessary to cross-train other FFSC program staff or counselors to assist in the provision of PFM programs and services. Relocation Assistance, Transition Assistance Management, Spouse Employment Assistance, and Deployment Support programs and services overlap with PFM. All FFSC staff:

- Should be aware of PFM programs and services including CFS training.

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- Must understand PFM programs and services, be able to give brief explanations and refer to the point of contact (POC) for these programs.

2.6.4 FFSC VOLUNTEERS

Volunteers can fulfill many different roles in PFM programs and services. The key to the effective use of volunteers is to assure that they are adequately trained, accountable for fulfilling their responsibilities and recognized for their contributions. The following are potential roles for PFM volunteers:

- Research: Gather or analyze data from needs assessments, surveys, and evaluations.
- Marketing: Write and design flyers, brochures and other marketing materials.
- Training: Prepare and update materials, help with logistics including registration, etc.
- Resources: Update resource information and keep files current.

NOTE: Volunteers may not have access to confidential client information.

2.7 COMMANDS

Commanding Officers have a responsibility to encourage financial responsibility and sound financial planning. *All regular and reserve commands, permanent detachments, and departments having 25 active duty personnel should have a trained CFS to coordinate the program... (OPNAVINST 1740.5A).* Commands shall maintain a ratio of one CFS to every 75 personnel assigned. Commands with less than 25 active duty personnel are encouraged to have a trained CFS.

Unit Commanders, COs and Officers in Charge (OICs) shall:

- Allow for required CFS training, complete letter of designation and keep FFSC notified of changes in CFS assignment.
- Ensure all command inspection items are followed. (See paragraph 8 of OPNAVINST 1740.5A.)
- Ensure in all cases where personnel are subject of a bad check report or letter of indebtedness that financial mismanagement be determined, and if appropriate the individual



receives mandatory PFM counseling.

- Ensure that PFM training is conducted.
- Establish and maintain records of PFM education, training and counseling.
- Obtain recommendations from FE and opinion from Legal before authorizing PFM presentation by a commercial entity.
- Permit command career counselors to attend CFS training on a space available basis.

The command will also maintain a command learning resource center with state-of-the-art multi-media financial education resources and access to financial web-sites through the Navy Learning Network (NLN).

2.8 COMMAND FINANCIAL SPECIALIST (CFS)

The qualifications and functions of the CFS are delineated in OPNAVINST 1740.5A, Enclosure (1) and Enclosure (3), 11. Normally assigned as a collateral duty, the CFS reports directly to the Commanding Officer or Officer in Charge. It is important to note that at the local command level, the three elements of the PFM program; financial education and training, information and referral, and financial counseling, are under the control of a trained CFS.

The qualifications of the CFS include:

- Minimum pay grade of E-6 or above for enlisted and W2/O1 for officers.
- Highly motivated and financially stable.
- Successful completion of CFS training course.
- At least one year remaining at the command at the time of CFS course completion.
- Participation in continuing education including, but not limited to, periodic CFS forums and CFS refresher training at least every three years.

The functions of the CFS include, but are not limited to:

- Assist the command in establishing, organizing and administering the command PFM

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program including thorough pass down to incoming CFS.

- Disseminate financial management information within the command through GMT, POD notes, etc.
- Maintain current PFM resources and maintain liaison with the FFSC (where possible) for updated PFM information.
- Present PFM training as part of the command GMT program and divisional training as required.
- Provide basic PFM counseling to individual command members as requested.
- Maintain records of training, counseling and referrals, and ensure confidentiality of counseling records.
- Refer service members with serious financial problems to appropriate resources. Maintain contact to ensure individual receives needed assistance.

2.9 NAVY MARINE CORPS RELIEF SOCIETY (NMCRS)

The NMCRS (formerly Navy Relief) is a private, non-profit organization that helps the Navy and Marine Corps take care of their own. It is staffed primarily by volunteers who provide emergency loans or grants, financial counseling and other types of loans.

In a Memorandum of Understanding (MOU) of 5 February 2001, between the Commander Navy Personnel Command and NMCRS, the following were agreed to:

- The NMCRS will provide feedback and work together with PFM personnel with regard to analysis of client trends, necessary curriculum enhancements, development of training media, and identified deficiencies in program implementation.
- At designated FFSC training sites, NMCRS budget counselors will assist in facilitating and teaching the CFS training course. A separate, local MOU/MOA will be provided between the FFSC and NMCRS.
- NMCRS budget counselors must successfully complete the CFS course.
- Subject to availability, NMCRS will participate in: budget counseling, local command



PFM programs, segments of CFS course (as subject matter experts), and PFM presentations at Navy accession sites and training commands.

2.10 NAVY LEGAL SERVICES

The Navy Legal Services Office (NLSO) offers no-cost consultation and services on a wide range of legal issues. Various legal issues have a financial component including divorce and non-support, leases, and contracts. NLSO provides counseling and assistance with personal legal problems, claims services, etc.

Specific to PFM programs and services, NLSO will give an opinion prior to installation commanding officer, or command, granting authorization for a commercial entity to give personal financial management presentations on base.

2.11 AMERICAN RED CROSS

The American Red Cross Emergency Service Center delivers around-the-clock emergency communication services to active duty military personnel and their families. American Red Cross Emergency Services are available to all members of the armed services and their families. Active duty and community-based military members can utilize the Red Cross to provide emergency communications, emergency financial assistance and counseling.

2.12 CHAPLAINS

Chaplains are ministers, priests and rabbis who provide counseling, prevention programs, and family enrichment programs to service members and their families. They can assist service members with adjustment to military life, interpersonal relationships, and spiritual problems. Since financial problems frequently cause stress within the family, chaplains are often both a referral source and resource, for the FE and CFS.

2.13 NAVY MUTUAL AID ASSOCIATION (NMAA)

Formed in July 1879, the Navy Mutual Aid Association is a nonprofit, voluntary membership association of sea service personnel and their families. The Navy Mutual Aid Association:

- Helps guide military personnel in understanding what benefits are available to their families and other beneficiaries. It assists in securing federal benefits to which the

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dependents of beneficiaries may be legally entitled.

- Suggests items military personnel should consider in planning for and conserving their estate.
- For service members only, uses the medium of insurance plans.
- Has entered into a partnership with Navy Federal Financial Group (NFFG), a wholly owned subsidiary of Navy Federal Credit Union, to provide service members with access to high quality financial planning services.

2.14 CONSUMER CREDIT COUNSELING SERVICES (CCCS)

Consumer Credit Counseling Services is a non-profit credit counseling organization. Under the auspices of The National Foundation for Credit Counseling, it is part of a non-profit network of 1450 agencies designed to provide assistance to people trying to cope with credit-related issues.

Recently CCCS merged with Money Management International (MMI). In some locations the agency is known as CCCS and in others as MMI. Services include certified consumer credit counselors, online member agencies, and a national toll-free number: 1-800-338-2277. In most communities, CCCS will work closely with the FFSC and CFSs to provide services.